

WHAT IS CLAIMED IS:-

1. A method of operating a photofinishing business and which comprises utilizing a digital photofinishing system that incorporates a digital processor, a printer and means for feeding print media to the printer from a roll of the print media; the digital processor being provided with digitised data from a source that is provided by a customer, and which is representative of a photographic image, and the data being processed in a manner to generate a printer drive signal that is representative of the photographic image, the printer being coupled to the digital processor and the drive signal being processed to effect page-width printing of the photographic image on the print media as it is fed directly to the printer from the roll, and the printed image being furnished to the customer who is charged for the printing service.
2. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge.
3. A method of operating a photofinishing franchise in which a franchisee is provided with:
 - a) a digital photofinishing system as claimed in claim 1, and
 - b) as and when required by the franchisee, cartridges containing a roll of the printing media and printing fluid to be used in printing images on the print media, and in which a fee related to utilization of the photofinishing system is charged to the franchisee.
4. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprises a roll of the print media to be fed on demand to the printer, and the cartridge incorporates means for coupling with a print media feed drive mechanism.

5. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprising a source of printing fluid to be delivered on demand to the printer, and the cartridge incorporates means for coupling with a print media feed drive mechanism.

6. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which the cartridge is mounted removably in juxtaposition to the printer and comprising a source of print media and a source of printing fluid, both of which are arranged to be delivered on demand to the printer.

7. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which a drier means is coupled to the printer and the drier means receives printed media directly from the printer, to transport the printed media from the printer and to effect drying of the printed media during transportation of the media.

8. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which a slitter means is located in series with the printer and the slitter means receives printed media following its passage through the printer, transports the printed media in a direction away from the printer and slits the printed media in the longitudinal direction of transportation of the media.

9. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which print media feed means are located in the cartridge and drive means couple with the print media feed means to effect feeding of the print media through the printer.

10. The method as claimed in claim 1 wherein the roll of print media is provided by way of a replaceable cartridge in which means are provided to

enable chemical development and subsequent printing of exposed photographic film.

11. The method as claimed in claim 1 wherein the roll of print media is
5 provided by way of a replaceable cartridge in which the printer
incorporates at least one print head assembly that is arranged to provide
for printing of the print media with a feed rate up to 2 metres per second.